

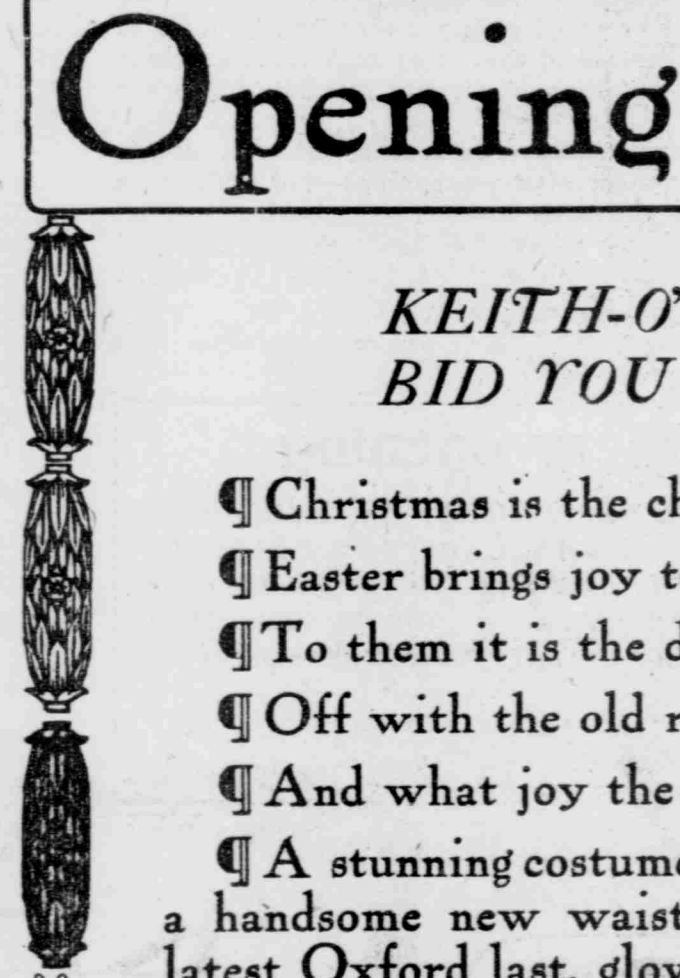
Handsome model in black Neopolitan; trimmed with large black plume; large lace rosette with two jet pins. \$30.00.



A Georgette French model; colonial shape, black hair trimmed with two handsome Empire green feathers. \$20.00.

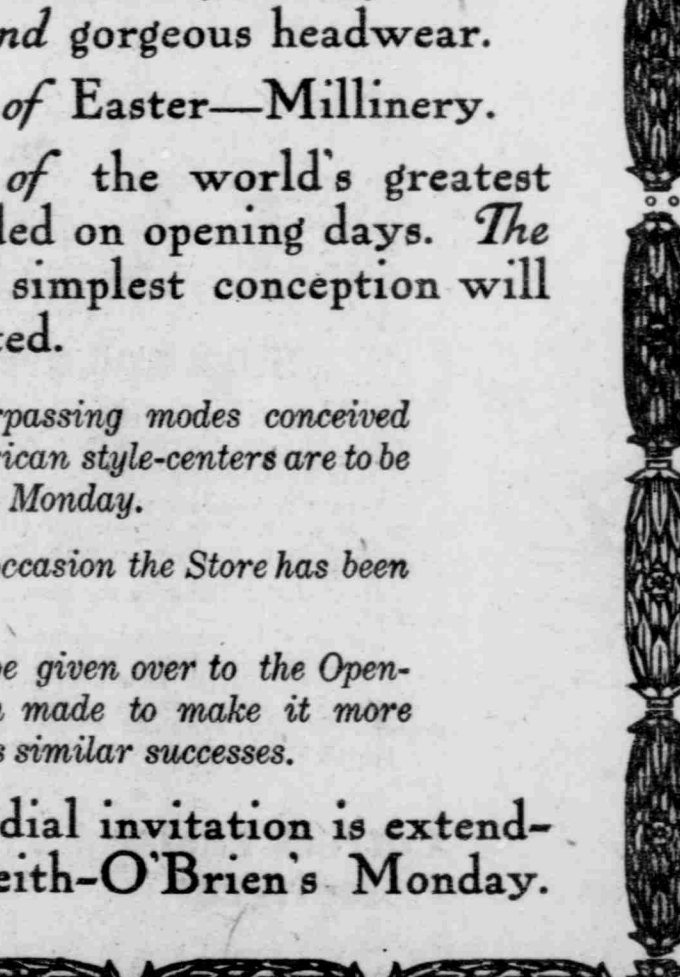
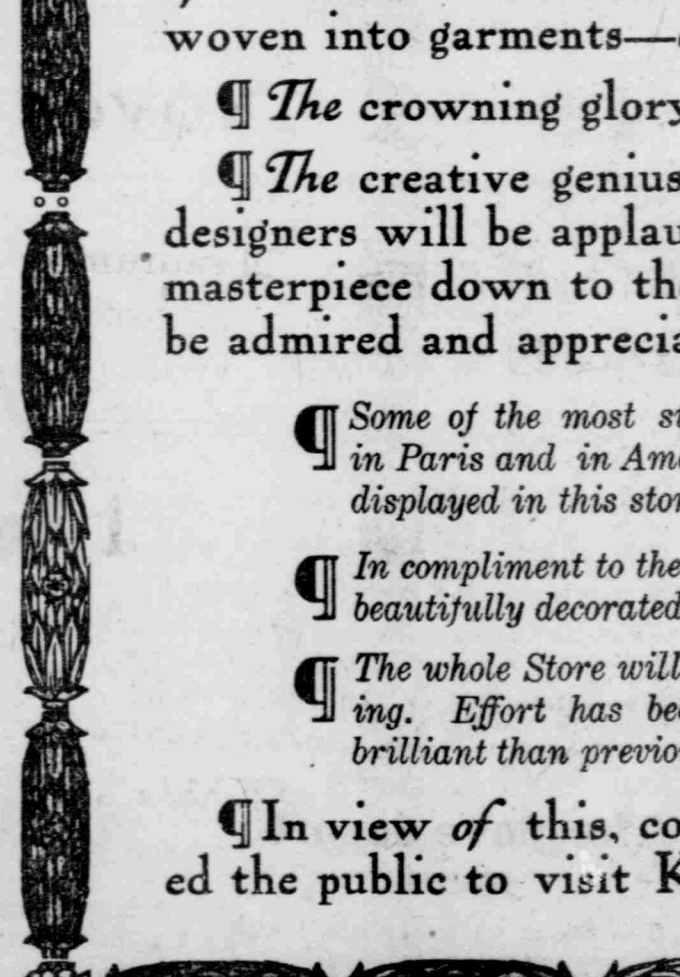
A fashionable hat made of shaded lilacs; velvet ribbon trimmings of lavender with rhinestone and amethyst stick pins. \$30.00.

Smart tailored turban in brown braid, with shaded green and blue trimmings and shaded green quills. \$18.00.



A pretty flower creation of shaded lilacs in the natural tones, full trimming of pink roses on left side. \$20.00.

Stunning natural leghorn; faced in black velvet; high back with a saucy turn over the face; four full feathers; velvet ribbon bows and ties. \$40.00.



Beautiful street hat in coral and rough braid; green and black shaded coque with two jet pins. \$13.50.

Pink petal hat trimmed with grass aigrette and full bunch of pink roses; touched with black velvet. \$10.00.



A nobby white Milan street hat; high side trimming; a collar of blue and white fancy ribbons; two large blue quills. A splendid hat for \$3.75.

Brown mushroom hats, suitable for misses; full ribbon trimmings and brown wings; gold ornament. All shades. \$5.00.

Stylish street hat in mixed shades of green; fancy shaded green wing with touch of coral; full trimming of green ribbon on bandeau. \$8.75.

Flower toque of light blue roses; shaded blue and gray wing. A smart effect at \$9.50.

Opening Monday

KEITH-O'BRIEN CO.
BID YOU WELCOME

¶ Christmas is the children's "big time."

¶ Easter brings joy to womankind.

¶ To them it is the dawn of Spring.

¶ Off with the old raiment, on with the new—

¶ And what joy the transformation gives.

¶ A stunning costume with frills and furbelows, a handsome new waist, dainty hosiery and the latest Oxford last, gloves, neat neckwear, a touch of ribbon, laces and embroidery deftly interwoven into garments—and gorgeous headwear.

¶ The crowning glory of Easter—Millinery.

¶ The creative genius of the world's greatest designers will be applauded on opening days. The masterpiece down to the simplest conception will be admired and appreciated.

¶ Some of the most surpassing modes conceived in Paris and in American style-centers are to be displayed in this store Monday.

¶ In compliment to the occasion the Store has been beautifully decorated.

¶ The whole Store will be given over to the Opening. Effort has been made to make it more brilliant than previous similar successes.

¶ In view of this, cordial invitation is extended the public to visit Keith-O'Brien's Monday.

Photos by Monroe.